

GHOULISH Halloween Facts

How many potential trick-or-treaters visit how many households? How many acres of pumpkins does Missouri produce? How much money are consumers planning to spend this holiday? Caution before reading, some facts may be dreadfully frightening!

148 Million

The number of people who plan to celebrate Halloween this year.

41 Million

Estimated number of all potential trick-or-treaters in the US in 2019 ages 5 to 14.

772,588

Estimated number of all potential trick-or-treaters in Missouri, ages 5 to 14 in 2019.

398,235

Estimated number of all potential 15-19 year olds in Missouri, getting too old to trick-or-treat.

2,458,337

Estimated number of potential households in Missouri for trick-or-treaters.

Pumpkin

Number one costume for pets according to the National Retail Federation Prosper and Analytics Survey.

46%

Percent of pet owners that dress their pets in Halloween costumes.

Top Costumes			
Rank	Children	Pets	Adults
1	Princess	Pumpkin	Witch
2	Spiderman	Hot Dog	Vampire
3	Superhero	Superhero	Cat
4	Ghost	Cat	Batman
5	Batman	Bumblebee	Ghost
6	Witch	Ghost	Pirate
7	Vampire	Dog	Zombie
8	Frozen (Elsa, Anna)	Witch	Nurse
9	Pumpkin	Devil	Princess
10	Cat	Bat	Doctor/Spiderman



\$8.05 billion

The amount consumers will spend in 2020 for Halloween, down slightly from \$8.78 billion in 2019.

\$92.12

The amount each person who is celebrating Halloween plans to spend this year.



53%

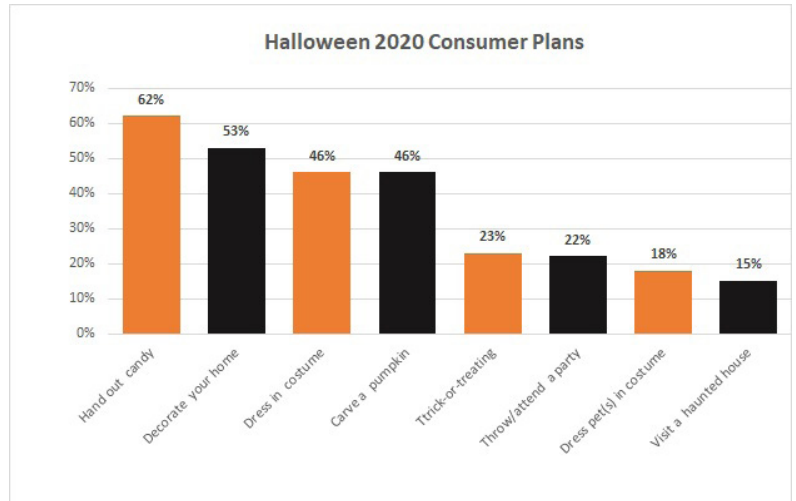
Over half of consumers that plan to celebrate Halloween will decorate their home.

46%

Estimated percent of consumers that plan to carve a pumpkin to celebrate Halloween.

\$796

The Average weekly wage for NAICS 3312 *Chocolate and Confectionery Manufacturers*. In Missouri, there are 20 businesses employing 413 workers.



187

The number of workers employed by the 53 NAICS 445292 *Confectionery & Nut Stores* in Missouri with an average weekly wage of \$471.

\$4.6 Billion

The amount of candy sales during the Halloween season in the nation.



344

The number of farms in Missouri harvesting pumpkins in 2017.

St. Charles

The number one county in Missouri for pumpkin producing farms with 20 farms, followed by Boone (18), Webster (16), Cass (15), and Franklin (15) in 2017.

Sources:

US Census Bureau 2019 American Community Survey

National Agricultural Statistics Service

<https://candyusa.com/news/infographic-halloween-2020-by-the-numbers/>

National Retail Federation and Prosper and Analytics

